



## North Carolina Department of Health and Human Services

### Division of Mental Health, Developmental Disabilities and Substance Abuse Services

## 2012 – 2013 Community Engagement Plan



## **Executive Summary**

The vision for the North Carolina Department of Health and Human Services (DHHS) is that all North Carolinians will enjoy optimal health and well-being. In an effort to make this vision a reality, DHHS has as its mission to protect the health and safety of all North Carolinians and provide essential human services in collaboration with its partners. The vision and mission statements drive the overall direction of all agencies within DHHS. Additionally, there are five values to which all DHHS employees are encouraged to adhere. They are customer-focused, anticipatory, collaborative, transparent and results-oriented. The professionals working at DHHS understand the importance of the work they do and realize their efforts make a difference in the lives of North Carolinians.

With the vision, mission and core values as the driving forces, the Division of Mental Health, Developmental Disabilities and Substance Abuse Services (DMH/DD/SAS) has worked to incorporate them into every aspect of how we function. Session Law (S.L.) 2011-264, House Bill 916 instructed DHHS to “proceed with statewide restructuring of the management responsibilities for the delivery of services for individuals with mental illness, intellectual and developmental disabilities, and substance abuse disorders through the expansion of the 1915(b)/(c) Medicaid Waiver.” DMH/DD/SAS quickly realized the importance of engagement with all target audiences impacted.

## **Purpose of the Community Engagement Plan**

The purpose of the Community Engagement Plan is to outline the goals, strategies and initiatives that the DMH/DD/SAS will undertake to educate North Carolinians about the State’s mental health, intellectual and developmental disabilities, and substance abuse services system and the changes to that system currently taking place.

The Plan’s goals, strategies and initiatives will guide staff to provide relevant, accurate, and consistent information to stakeholders and all target audiences. Following the Community Engagement Plan will enable the MH/DD/SAS system staff to communicate pertinent information more effectively with stakeholders. With the support and cooperation of

stakeholders, the Division will be able to accomplish important work for the people of North Carolina.

The Community Engagement Plan provides a framework to manage and coordinate the wide variety of communication activities that need to take place in order to achieve success for the people served.

The Community Engagement Plan includes:

- who will receive the communications,
- how the communications will be delivered,
- what information will be communicated, and
- who communicates the information.

## **Stakeholders:**

Stakeholders, partner organizations and other entities with an interest in the success of this plan are outlined here. This is a preliminary list that will be updated regularly.

Department of Health and Human Services

- Division of Aging
- Division of Medical Assistance
- Division of Social Services

Local Management Entities (LMEs) – Prepaid Inpatient Health Plans (PIHPs)

- PBH
- Smoky Mountain Center
- Western Highlands Network
- Partners Behavior Health (Pathways, Crossroads, MH Partners)
- Mecklenburg County
- CenterPoint Human Services
- Sandhills Center/Guilford
- Eastpointe/Southeastern Regional/Beacon Center
- Durham/Wake/Johnston/Cumberland
- East Carolina Behavioral Health
- Coastal Care (CC)

DHHS Waiver Advisory Committee

Community Care of NC (CCNC)

Department of Public Safety

- Division of Adult Correction
- Division of Juvenile Justice

Administrative Office of the Courts

## Consumer and Family Advisory Committees

- State CFAC
- Local CFACs

NC Council of Community MH/DD/SA Programs

NC Council on Developmental Disabilities

Medical Care Advisory Committee

NC Institute of Medicine

## Advocacy groups

Action for Children NC

Addiction Professionals of NC

Alcohol/Drug Council of NC

Alliance of Disability Advocates

ARC of NC

Association for Home and Hospice Care of NC

Association of NC Boards of Health

Association of SELF Advocates

Autism Society of NC

Benchmarks

Big Brother and Big Sisters Services

Brain Injury Advisory Council

Brain Injury Association of NC

Carolina Association of Translators and Interpreters (CATI)

Carolina Justice Policy Center

Carolinas Center for Hospice and End of Life Care

Communities in Schools of NC

The Coalition

Developmental Disabilities Training Institute

Disability Rights NC

Easter Seals UCP NC &VA

Epilepsy Foundation of NC

Exceptional Children's Assistance Center (ECAC)

First in Families, NC

Governor's Institute on Substance Abuse

Learning Disabilities Association of NC

Life Plan Trust

March of Dimes Foundation

Mental Health Association (MHA) of the Central Carolinas

Mental Health America of the Triangle |

Mental Health Association (MHA) of Forsyth County

MHA of the Tar River Region

MHA of the Triad

Mental Health Planning Council

Mental Retardation Association of NC

Muscular Dystrophy Association

National Alliance on Mental Illness NC

National Association of Social Workers, NC Chapter

National Muscular Sclerosis Society, Central NC Chapter  
NC ACT Coalition  
NC Consumer, Advocacy, Networking and Supports Organization (NC-CANSO)  
NC ACTT Coalition  
NC Association of County Commissioners  
NC Association of County Directors of Social Services  
NC Association of Persons in Supported Employment (NCAPSE)  
NC Association of Pharmacists  
NC Association of Rehabilitation Facilities (NCARF)  
NC Community Health Center Association  
NC Guardianship Association  
NC Health Information Management Association- Behavior health Section  
NC Association of Long Term Care Facilities  
NC Board of Employee Assistance Professionals (NCBEAP)  
NC Board of Licensed Professional Counselors  
NC Center for Public Policy Research  
NC Child Advocacy Institute  
NC Coalition Against Sexual Assault  
NC Coalition for Persons Disabled by Mental Illness  
NC Council of Community MH/DD/SA Programs  
NC Council on Developmental Disabilities  
NC Developmental Disabilities Consortium  
NC Foundation for Advanced Health Programs  
NC Health Care Facilities Association  
NC Hospital Association  
NC Housing Coalition  
NC Mothers Against Drunk Driving  
NC Medical Society  
NC Mental Health Consumers Organization  
NC Mental Hope  
NC Nurses Association  
NC Prevention Partners  
NC Providers Council  
NC Psychiatric Association  
NC Psychological Association  
NC School Boards Association  
NC Sheriffs' Association  
NC Social Services Association  
NC Substance Abuse Federation  
NC Substance Abuse Professional Practice Board  
NC TASH  
NC Victim Assistance Network  
NC Veterans Affairs  
Partnerships, Alliances, Coalitions and Collaboratives (PACCs)  
Prevention Providers Association  
Prevent Child Abuse NC

Piedmont Down Syndrome Network  
SAVE: Empowering Survivors of Tobacco Sickness  
Special Olympics NC  
Triangle Down Syndrome Network  
Triangle J area Agency on Aging  
UNC Center for Alcohol Studies  
UNC BHRP (Behavioral Health Resource Program)  
United Way of NC  
United Way of the Greater Triangle  
UNC –Greensboro, Center for Community Development

## **Goals of the Community Engagement Plan:**

The goals of this plan follow the five values of DHHS and are customer-focused, anticipatory, collaborative, transparent and results-oriented.

- Develop multiple communication products that will increase public awareness of the MH/DD/SAS service system in NC.
- Create new tools to share information with the multiple stakeholders and partner organizations of MH/DD/SAS.
- Develop internal communication outlets to share information within the Division and with partners throughout the Department.
- Create a message and editorial calendar to manage the announcements associated with multiple changes that are anticipated throughout the coming year.

## **Challenges:**

There are several potential challenges associated with this plan that may impact the success rate. The challenges include the availability of financial support, problems associated with culture change, negative media attention, and staffing issues.

One challenge has been overcome with the addition of a new Division Communication Specialist who will lead the implementation of this plan.

## **Target Audiences**

Target audiences are the main groups that will be the recipients of the messages and outreach activities.

This plan sets the course for communication with:

- Advocates
- Colleagues at the federal, state and local levels;
  - DHHS, DSS Directors, OSBM, Fiscal Research, County leaders, Hospital Association, etc.
- Consumers and family members
- Division staff
- Media

- Members of the legislature
- Providers of services
- Stakeholders (as defined previously)

## **Key Personnel:**

- Communication Specialist
- DMH/DD/SAS web team
- DMH/DD/SAS subject matter experts
- DMH/DD/SAS executive leadership sponsor
- State and local Consumer and Family Advisory Committee (CFAC) members (at least one each)

## **Messages:**

The main messages of this plan include awareness of the changes to the MH/DD/SAS landscape

**Theme 1:** Overview of the new changing MH/DD/SAS landscape.

**Theme 2:** Change is happening. What does it mean?

**Supporting Theme:** Additional information is available at [www.ncdhhs.gov/mhddsas/](http://www.ncdhhs.gov/mhddsas/)

## **DHHS Vision Statement:**

*All North Carolinians will enjoy optimal health and well-being.*

## **1915 b/c Medicaid Waiver Slogan:**

*Responsible change to achieve easy access, better quality and personal outcomes.*